

Message Text

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PAGE 01 TEGUCI 03891 152003Z
ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 CIAE-00 COME-00 DODE-00
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R 151722Z AUG 78
FM AMEMBASSY TEGUCIGALPA
TO SECSTATE WASHDC 1242

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E.O. 11652: N/A
TAGS: EWWT, XK, HO
SUBJ: MARINE CARGO FREIGHT RATES: AMAPALA MARINE

REF: (A) TEGUCIGALPA 3443, (B) STATE 204906

1. EMBASSY APPRECIATES DEPARTMENT'S ACTION (REFTEL B) ON BEHALF OF AMAPALA MARINE, A US-HONDURAN JOINT-VENTURE COMPANY MANUFACTURING SPORT FISHING BOATS IN HONDURAS.

2. AMAPALA MARINE OFFICER IS OUT OF COUNTRY, SO EMBASSY UNABLE AT PRESENT TO DISCUSS RESULTS WITH HIM. IT WOULD APPEAR, FROM PARAG ONE REF (B) HOWEVER, THAT EITHER FMC OR CONFERENCE OFFICIALS ARE MISINFORMED ON NUMBER OF YEARS THE COMPANY HAS BEEN ESTABLISHED. BOAT PLANT WAS COMPLETED IN ABOUT MID-1977 AND INAUGURATED IN FALL 1977. THE FIRST FOUR BOATS WERE COMPLETED, AS TRAINING EXERCISES FOR THEIR UNSKILLED WORKERS, IN MID-1978. THESE WERE FIRST BOATS SHIPPED. THUS, IT IS INACCURATE FOR SHIPPERS TO CLAIM THAT THE FIRM WAS GRANTED A LOW PROMOTIONAL RATE FIVE YEARS AGO. ALSO, SHIPPING OFFICERS' CONTENTION THAT HIGH VALUE OF AMAPALS'S PRODUCT AND HIGH CLAIM FACTOR WARRANT HIGH FREIGHT RATE ARE QUESTIONABLE. THE NEW FREIGHT RATE OF \$4,000 PER BOAT WOULD APPEAR HIGH IN RELATION TO THE EX-FACTORY PRICE OF THE BOATS AT ONLY
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\$23,500. WITH REGARD TO THE CLAIM FACTOR, IT SEEMS TOO EARLY TO ASSESS A CLAIM FACTOR ON BASIS OF THE FIRST, SMALL SHIPMENT OF FOUR BOATS ONLY TWO MONTHS AGO. THE PLANT IS PRESENTLY STRUGGLING TO PRODUCE FOUR BOATS A MONTH AND WILL REQUIRE PERHAPS ANOTHER YEAR TO APPROACH ITS CAPACITY OF 35 BOATS A MONTH.

3. EMBASSY WILL REPORT ANY COMMENTS OF FIRM'S PRESIDENT
ON HIS RETURN TO HONDURAS.
JARAMILLO

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